



4-H Name and Emblem: Authorization Guidelines

The 4-H Name and Emblem is a Federal mark, protected by 18 U.S.C. 707, and is entrusted by Congress to the Secretary of Agriculture. The Secretary has delegated responsibility for the proper use of the 4-H Name and Emblem to 4-H National Headquarters, which resides in the National Institute of Food and Agriculture (NIFA) within the United States Department of Agriculture.

The 4-H Name and Emblem is intended to represent the ideals of the 4-H Youth Development Program. 4-H National Headquarters has outlined the following guidelines to assist in the 4-H Name and Emblem authorization decision making process.

Approval for **MATERIALS and MERCHANDISE** should fall into one of the following categories:

Educational / Informational	Recognition	Character Building / Belonging
Examples: <ul style="list-style-type: none"> • Meeting supplies (notebooks, pens, etc.) • Flags • Curricula 	Examples: <ul style="list-style-type: none"> • Ribbons • Trophies • Plaques • Certificates • Pins 	Examples: <ul style="list-style-type: none"> • Clothing • Bags • Magnets • Stickers • Jewelry

And must meet the following criteria:

- Is in the best interest of the 4-H program
- Can be properly controlled by the Cooperative Extension Service
- Consistent with the dignity of the 4-H program
- Follows graphic use guidelines
- Does not preclude others from similar authorization
- Does not exploit the 4-H program
- Does not imply endorsement

The following types of products will **not** receive authorization to use the 4-H Name and Emblem. (This list is subject to revision.)

- Animal Feed
- Beauty Products
- Beverages
- Food
- Insurance
- Luxury Items
- Pesticides
- Solvents
- Weapons



**4-H National Headquarters; 1400 Independence Avenue, S.W.; MS 2225;
Washington, D.C. 20250
www.national4-hheadquarters.gov**



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Approval for **FUNDRAISING** should fall into one of the following categories and actions:

Non-Sales Campaign	Sales Campaign
Local or State level campaign – confer with the state 4-H leader	Local or State level campaign – confer with the state 4-H leader
Multi-state or National campaign – confer with National 4-H Council	Multi-state or National campaign – confer with National 4-H Council

And must meet the following criteria:

- Is in the best interest of the 4-H program
- Can be properly controlled by the Cooperative Extension Service and/or National 4-H Council
- Consistent with the dignity of the 4-H program
- Follows graphic use guidelines
- Does not preclude others from similar authorization
- Does not exploit the 4-H program
- Does not imply endorsement
- All profits must to be used to further 4-H educational programs

Approval for **MEDIA** must meet the following criteria:

- Is in the best interest of the 4-H program
- Can be properly controlled by the Cooperative Extension Service and/or National 4-H Council
- Consistent with the dignity of the 4-H program
- Follows graphic use guidelines
- Does not exploit the 4-H program
- Does not imply endorsement
- Is distinctly set apart from any commercial product message or reference
- Does not include any commercial product or service testimonials or preferences by anyone associated with the 4-H program

Authorizations, when issued, will be valid only for specific purposes and for specified periods of time. Any use of the 4-H Name and Emblem is forbidden if it exploits the 4-H Program. The 4-H Name and Emblem cannot be used to imply endorsement of commercial firms, products or services. Granting authorization to an individual or organization for a specific use does not preclude granting similar authorization to another individual or organization for the same or similar purpose.

Any questions as to the interpretation of the criteria are to be determined by 4-H National Headquarters. Questions regarding the use of the 4-H Name and Emblem may be directed to 4HNE@nifa.usda.gov.